

# HB 362 and the 2015/2016 Election Cycles



**WHAT TO CONSIDER**  
(AS OF MAY 1)

# Transportation election: What to consider?

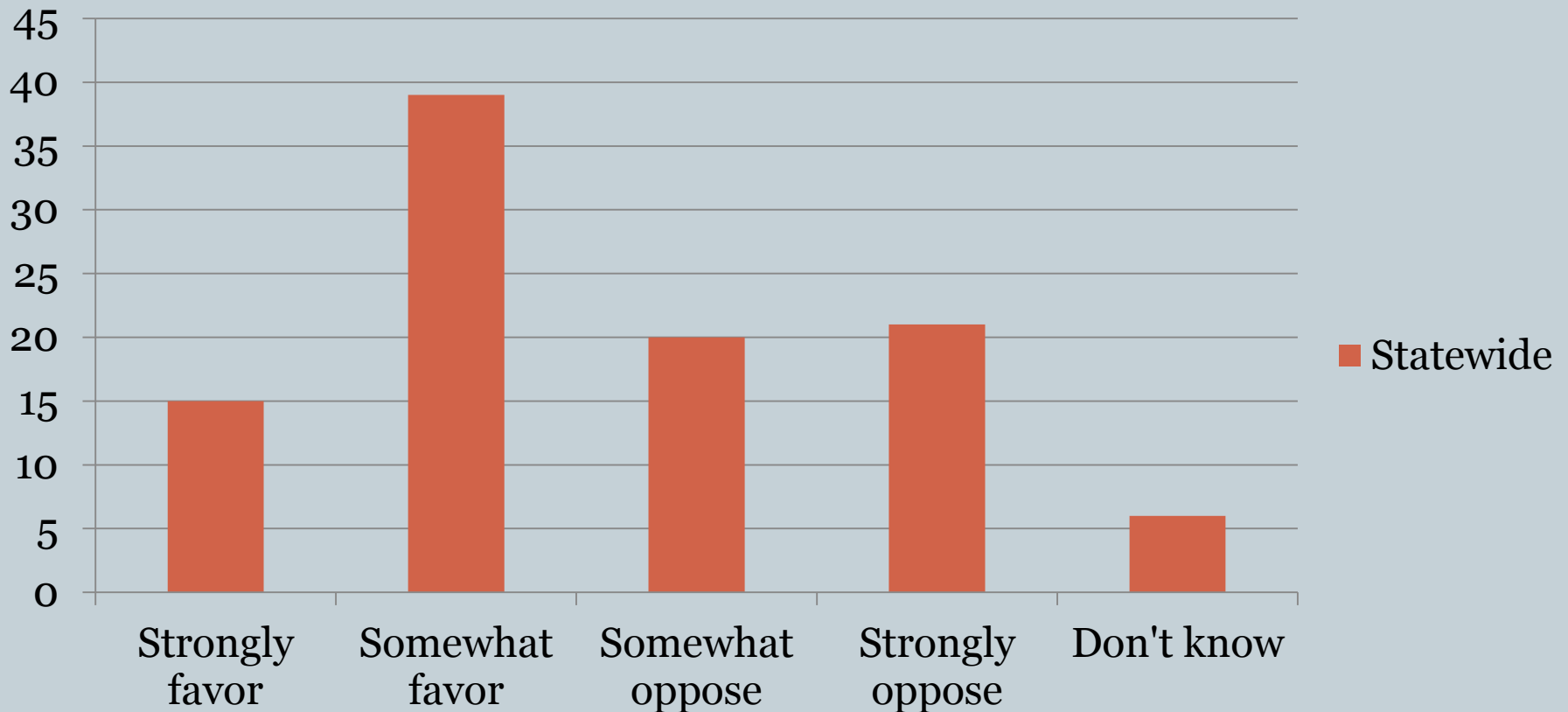


- HB 362 top priority for counties: imposition authority
- 2015: UAC/ULCT say many counties are undecided
- Pre-session: 72 cities/towns in Utah passed ULCT resolutions requesting more transportation funding
- ULCT April survey: 72% of respondents from 122 cities and towns in 24 counties want to proceed in 2015

# Transportation election: What to consider?



## **Increase sales tax for transportation? (Utah Policy, Apr 22, 2015)**



# Transportation election: What to consider



## 1) Timeline

- Dates and county official/voter education

## 2) Voter turnout

- Municipal or general cycle

## 3) Public entity participation

- What you can and cannot do

## 4) Campaign organization

- Utah Transportation Coalition

## 5) Election administration

- Municipal cycle, county administration

## 6) Images of each entity

- Cities, counties, transit, media

## 7) Other issues on ballot

- Bonds, taxes, other elections

# Transportation election: What to consider

## 1) General timeline



JUN

- June 1-8: Municipal filing deadline
- June 22: Municipal budgets must be approved

AUG

- Aug 11: Municipal primary election
- Late Aug: County deadline to enact

NOV

- Oct 6: VBM ballots
- Nov 3: Election Day! Maintenance of effort

APR

- Apr 1: 90 days expire
- June/July: money arrives

# Transportation election: What to consider

## 1) SL County suggested timeline (if you move)



JUN

- June 1-8: Municipal filing deadline
- June 9-19: Cities pass resolutions (budget)
- June 23: Cities deliver resolutions to county

JUL

- Momentum for other counties to join SL County
- (Weber likely; Davis, others are watching)

AUG

- Aug 11: Municipal primary election
- Mid Aug: big press event for all county actions
- Late Aug: County deadline to enact

# Transportation election: What to consider

## 2) Salt Lake County turnout

### 2015:

- Lower turnout
- Smaller ballot
- 8 of 16 cities have districts
  - 40% of electorate in those cities not expecting a ballot
- Township vote
  - 62,000+ potential voters
- Vote by Mail in all cities = higher turnout than usual

### 2016:

- Higher turnout
- Larger ballot

Past cycle:	2008	2011
SL County	369,884 votes	70,554 votes
SL County	71% turnout	19% turnout



# Transportation election: What to consider

## 3) Public entity limits



- “Public entity may **not** make an expenditure from public funds to influence a ballot proposition”
  - Utah Code 20A-11-1203(1)
- Ballot proposition = effective upon county action
- Public entity **may provide factual info so long as equal access** to opponents & proponents; encourage voting
  - Utah Code 20A-11-1203(3),(4)
- ULCT sample resolution coming



# Transportation election: What to consider

## 4) Campaign organization

- Coalition: spent \$450,000 over past two years
- Coalition will re-load IF a critical mass of counties proceeds in the same election cycle
- Critical mass = “SL Co. plus”
- Coalition donors?



# Transportation election: What to consider

## 5) Election Administration



- All municipalities in SL, Weber, & Box Elder will contract County for election
- In SL Co., 8 of 16 cities/town have districts (not at-large), so cities may have only budgeted for 60% of electorate
  - Cottonwood Heights
  - Herriman
  - Holladay
  - Midvale
  - Murray
  - Riverton
  - South Jordan
  - Taylorsville
- 362 election = 100% of electorate
- Who pays the difference?

# Transportation election: What to consider

## 6) Image of entities: “All in it together”

### The Salt Lake Tribune

- **“House, Senate pass competing gas tax bills”**
  - Mar 8 headline
- **“Legislature approves 5 cent a gallon gasoline tax hike, local sales-tax vote”**
  - Mar 13 headline
- **“As voters decide sales tax hike, will UTA controversies hurt?”**
  - Mar 19 headline



- **UTA cuts executive bonuses, salaries in hopes of boosting public confidence**
  - Mar 17 headline
- UTA officials must continue assuring Utahns of their credibility and prove themselves with higher quality of service. **“There’s still a lot of work to be done by cities, counties and especially transit to get the voters to be willing to approve the local option** and show that they’re being responsible with the funds that they currently have,” (Rep.) Anderson said.

# Transportation election: What to consider

## 7) Other financial items on the ballot



- SL Co: SLC RAP, others?

FYI:

- Davis Co: SDs, city RAPs, others
- Utah Co: city RAPs
- Weber Co: binding opinion, city RAPs, G/O bond, initiative
- 20 ballot items from 2011 to 2014:
  - 70% passed, 30% failed regardless of cycle

# Transportation election: What to consider SL County specific issues in review



- 6 of 9 county council members must support it
- 2015 ballot
  - Lower turnout
  - Other RAP or propositions
  - 8 cities with districts will only have a tax on ballot for 40% of electorate
  - Township/city question
- Election costs for 8 cities with districts
- Transportation Coalition
  - Critical mass = “Salt Lake County, plus...”
  - Other counties watching SL County
  - Coalition fundraising costs
- Image of all entities

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